

Airdate: 9/9/95
Time: 11:30AM - 12:00 NOON
Duration: 30:00

CALIFORNIA DREAMS
TWO TOO MUCH

Jake and Lorena's relationship is strained by their mutual recognition of how little they have in common. Jake continues to have unresolved feelings for Tiffani, but the hurt from their break-up has made him wary of renewing their relationship. He and Lorena mutually decide they should break up. In another confrontation, Tiffani tells Jake that he cannot expect a commitment from her when he won't take a risk and commit to her. After some reflection, Jake decides to put his feelings on the line, and try again with Tiffani. [Educational theme: A relationship has to be based on common interests and a shared commitment to making it work. One person can't take all the risks and one person can't sustain the relationship.]

Airdate: 9/9/95
Time: 12:00-12:30PM
Duration: 30:00

NBA INSIDE STUFF
CELTICS SUCCESS

The Boston Celtic's success during the 1950's and 60's is attributed to a fortunate succession of players and the sense of security provided by their revered coach.

KNICKS

Teamwork, intelligence and flexibility are cited as reasons for the success of the Knicks during their winning seasons.

A WINNING COMBO

The on-court rapport between Julius Erving and Moses Malone contributed to successes for the Philadelphia 76ers beyond what either player alone could have achieved.

TEAM DYNAMICS

The Lakers 33 game winning streak displayed the extraordinary cooperation between players.

Airdate: 9/16/95
Time: 10:00-10:30AM
Duration: 30:00

SAVED BY THE BELL: THE NEW CLASS 1
THE LOVE BUGS

The girls throw a slumber party to help Lindsay decide whether to take Tommy or Ryan to the Grungefest. Using the school's new equipment, Tommy and Ryan bug the slumber party to try and figure out who Lindsay wants to date. Meanwhile, Belding discovers that Screech has not been forthcoming about having broken the school's electronic equipment. When the girls discover the bug and bust the boys, Lindsay decides she cannot date anyone who is deceitful towards her. [Educational theme: It is always easier and better to be honest because deceit only provides short-term benefits while creating long-term problems.]

Airdate: 9/16/95
Time: 10:30-11:00AM
Duration: 30:00

HANG TIME
TROUBLE IN PARADISE

Chris gets free tickets to a Pacers/Bulls basketball game, and gives them to Mary Beth as a six month "anniversary gift," but she is unimpressed. Chris gives one of the tickets to Danny, who unbeknownst to Chris, gives them to avid Bulls fan, Julie. When Mary Beth finds out Chris and Julie are at the game together, this fuels her suspicion that they are more than just teammates. When she decides to break up with Chris, their friend Earl handcuffs them together and forces them to resolve their difficulties. [Educational theme: Good communication is the best way to get the facts and avoid drawing negative conclusions about other's behavior.]

Airdate: 9/16/95
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL: THE NEW CLASS 2
DRIVING SCHOOL

Maria does not pay attention in class and fails her driver's education exam. However, she manages to convince teacher Screech to give her a passing grade so that she can drive the new car her parents gave her for her 16th birthday. She learns the hard way that the rules of the road actually correspond to operating a motor vehicle, as she runs into Belding's parked car after barely hitting the road. [Educational theme: Inadequate preparation leads to inadequate performance which can produce problems later on, especially when it comes to driving.]

Airdate: 9/16/95
Time: 11:30AM - 12:00 NOON
Duration: 30:00

CALIFORNIA DREAMS
MY VALENTINE

Valentine's Day forces Tony to reflect on what will happen to their relationship when Sam goes back to Hong Kong at the end of the school year. Their anxiety about the future creates such deep conflict that they decide to break up. Their friends provide a reality check, and they decide to take each day as it comes. [Educational theme: Having a negative outlook creates unhappiness where none exists. It is more constructive to be optimistic yet realistic about the future.]

Airdate: 9/16/95
Time: 12:00-12:30PM
Duration: 30:00

NBA INSIDE STUFF
UNSELD SCHOOL

Wes Unseld and his wife have created a private elementary school where children learn music, are exposed to different cultures, and get a solid academic foundation.

BEASLEY ACADEMY

Education is stressed in this inner city Chicago school where 90% of the students go on to college.

BELTWAY BASKETBALL

The Democrats and Republicans in the House and Senate compete in a basketball game to raise money for a college for the hearing impaired.

BASKETBALL CAMP WITH A DIFFERENCE

Both hearing and hearing-impaired children join forces and share learning in a basketball camp developed for kids who are hearing-impaired.

WORKING HARDER

Hard work and practice have been the secrets to success of high school student Doug Dormu who excels in basketball despite a seriously underdeveloped left arm.

TRIBE COMPETITION

When Native American tribes convene to play basketball they use the opportunity to discuss how to improve the lives of their young people.

RETURN TO SCHOOL

Host Ahmad Rashad returns to his high school where he visits the coach who encouraged him to succeed.

THE 5 Ds

Dedication, determination, decision-making, desire and discipline as applied to all aspects of life, motivate students at a New Mexico basketball camp.

Airdate: 9/23/95
Time: 10:00-10:30AM
Duration: 30:00

SAVED BY THE BELL: THE NEW CLASS 1
Pre-empted on Both Coasts due to the Ryder Cup

Airdate: 9/23/95
Time: 10:30-11:00AM
Duration: 30:00

HANG TIME
Pre-empted on Both Coasts due to the Ryder Cup

Airdate: 9/23/95
Time: 11:00-11:30AM
Duration: 30:00
Pre-empted on Both Coasts
due to the Ryder Cup
Prefeeds provided

SAVED BY THE BELL: THE NEW CLASS 2
TOMMY THE TENOR

A new and handsome teacher is put in charge of Bayside's Glee Club and all the girls decide to join. Brian, in order to spend more time with Rachel, wants to join the Glee Club but he has one problem - he can't sing. Brian and Bobby discover that Tommy D. has an incredible voice but thinks the Glee Club is for losers. Brian convinces Tommy D to let him lip sync to his voice. Eventually, Tommy D. is not able to front for Brian anymore, and Belding and the new teacher discover Brian has a horrible voice. A soloist is still needed for the Glee Club's performance. The boys try to get Tommy D. to perform but he thinks he'll be humiliated in front of everyone. He comes to realize that he has a talent that he shouldn't be embarrassed of and performs the solo. [Educational theme: Don't ever hide or suppress a special talent because you're afraid of what other people will say about you. Talents are gifts meant to be shared.]

Airdate: 9/23/95
Time: 11:30AM - 12:00 NOON
Duration: 30:00

CALIFORNIA DREAMS
Pre-empted on Both Coasts due to the Ryder Cup

Airdate: 9/23/95
Time: 12:00-12:30PM
Duration: 30:00

NBA INSIDE STUFF
Pre-empted on Both Coasts

Airdate: 9/30/95
Time: 10:00-10:30AM
Duration: 30:00

SAVED BY THE BELL: THE NEW CLASS 1
RYAN'S WORST NIGHTMARE

Instead of studying, Ryan spends an entire evening trying to woo Lindsay with dinner and a movie. Completely unprepared for the test the next day, he schemes a false fire alarm to disrupt the test. Unfortunately, he ruins a parade float his friends were working on in the process. The students, Belding, and Screech stage a fake test to teach Ryan a lesson. In the end, he makes amends and buckles down to study his physics. [Educational theme: You can avoid a problem by procrastinating and using shortcuts, but you may create even bigger problems in the process, and still have to do the work you avoided.]

Airdate: 9/30/95
Time: 10:30-11:00AM
Duration: 30:00

HANG TIME
FULL COURT PRESS

As the Deering Tornadoes' first game approaches, Julie gets bombarded with press coverage as the first female on an all-boy's varsity team. The boys, however, want more coverage of their performance, and resent Julie for making embarrassing comments about them. When she is late for a game, Coach Fuller benches her to teach her a lesson about teamwork. Furthermore, the boys shut her out of team play out of jealousy. Ultimately, they have to pull together to win the game, and come to mutual understanding about the value of each other's contributions to the team.

[Educational theme: External praise is often difficult for the recipient of the attention. Further, it can lead to resentment among those who feel their efforts are being ignored. When these situations occur, it is imperative that the participants come together on a plan that reflects good sportsmanship and fosters an equitable distribution of recognition.]

Airdate: 9/30/95
Time: 11:00-11:30AM
Duration: 30:00

SAVED BY THE BELL: THE NEW CLASS 2
PROM DATES

Both Ryan and Tommy want to take Lindsay to the prom. Lindsay is torn and cannot decide with whom she wants to go. On one hand, she feels she should go with Tommy because they have been dating the past two years. On the other hand, she is attracted to Ryan's wit and creativity. When he overhears Lindsay tell her friends she has much in common with Ryan, Tommy decides they both should not hang on to the relationship. They break up as friends, and Lindsay and Ryan get together after all. [Educational theme: It is possible to recognize when a relationship is over and to permit new ones to begin without hurting anyone's feelings when we are honest about how our interests and needs change as we mature.]

Airdate: 9/30/95
Time: 11:30AM - 12:00 NOON
Duration: 30:00

CALIFORNIA DREAMS
PRINCIPAL TIFFANI

A reluctant Tiffani takes on the role of principal for a day at PCH during a time when the kids traditionally take a "cut day." When pleading does not work, Tiffani becomes dictatorial and overbearing. This approach, however, backfires with her classmates as well. Eventually, Tiffani resolves her dilemma by instituting a "cram day" policy so that students will have time to study between tests. [Educational theme: The art of leadership is more than just setting rules and insisting that people follow. It requires recognizing the problem and developing the best approach to getting a desired result.]

Airdate: 9/30/95
Time: 12:00-12:30PM
Duration: 30:00

NBA INSIDE STUFF
MUSIC EVERYWHERE

The focus is on music, with different styles of music, remakes of old songs and a variety of artists being presented. The connection between music and movement becomes apparent as players' motions are set to various rhythms and tempos.

**PROGRAMMING FURNISHED BY THE NBC NETWORK THAT CONTRIBUTES,
AS PART OF NBC's OVERALL PROGRAMMING, TO SERVE THE EDUCATIONAL AND
INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER**

JULY - SEPTEMBER 1995

Airdate: 7/2/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS

AEGEAN: LEGACY OF ATLANTIS

"Time Life's Lost Civilizations," follows the trail of clues that lead to the ancient myths of the Aegean world. Through dramatic reconstruction and spectacular location footage, viewers experience the lives of legendary heroes as they are rediscovered in the ruins of this ancient Mediterranean world.

Airdate: 7/5/95
Time: 8:00-10:00PM
Duration: 120:00

**1995 SPECIAL OLYMPICS WORLD GAMES OPENING
CEREMONIES**

The Special Olympics World Games is the world's largest sports organization for the mentally retarded. Entertainment stars and leading music acts join Bob Costas for the opening ceremonies of the 1995 Special Olympics World Summer Games. This year's event attracted 7,200 athletes from 140 countries, as well as 500,000 spectators, 2,000 coaches, 15,000 families and friends and 1,500 media representatives from around the world. The games were held at five New Haven-area colleges and universities, including Yale University.

Airdate: 7/9/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS

MAYA: THE BLOOD OF KINGS

This episode of "Time Life's Lost Civilizations" reveals the dark rituals of the Mayan culture. Mayan culture at its peak, is unveiled. While its cities matched the sophistication and power of those in Europe in A.D. 800, the Mayan civilization suddenly declined a century later, leaving many unanswered questions behind.

Airdate: 7/16/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS

MESOPOTAMIA: RETURN TO EDEN

"Time Life's Lost Civilizations" explores the land of the Bible and looks at the evidence of the oldest civilizations in the world. This episode takes us back to the very dawn of civilization and follows the clues that lead us to the garden of Eden.

Airdate: 7/23/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS

ROME: THE ULTIMATE EMPIRE

"Time Life's Lost Civilizations" re-creates the glory of Rome at the zenith of its power and illustrates how the Romans conquered the Western world, which subsequently led to the empire's chaotic collapse.

Airdate: 7/30/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS

CHINA: ALL POWER UNDER THE SKY

"Time Life's Lost Civilizations" discovers the glory of ancient China's greatest rulers and the secrets of their giant tombs. In this episode, we learn the ruthless military tactics and the weapons technology of these all-powerful rulers, and witness the building of the Great Wall that unified the nation.

Airdate: 8/5/95
Time: 8:00-10:00PM
Duration: 120:00

30 YEARS OF NATIONAL GEOGRAPHIC TELEVISION

Richard Kiley narrates this unprecedented special featuring heart stopping moments from 120 hours of footage from the Emmy-winning National Geographic series. The critically acclaimed family-viewing favorite highlights great moments with Jacques Cousteau's underwater adventures, Jane Goodall's history-making work with chimpanzees, and others who have traveled the globe to broaden our horizons. The special will go behind the scenes and reveal secrets of how films are made as well as show outtakes never before televised.

Airdate: 8/6/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS

GREECE: A PASSION FOR PERFECTION

Entering the extraordinary lives of the classical Greeks at the height of their civilization, this special focuses on the conflicting forces that have shaped the art and ideas of the Western world. In the fifth century B.C. the Greeks, led by the city-state Athens, gave the world democracy, trial by jury, the symposium, and the Olympic Games. They began the tradition of civilian public service, and in a 15-year period built the Acropolis, and a public works on a scale that would take generations for the cathedral builders of the Middle Ages, two Millennia later, to accomplish.

Airdate: 8/13/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS
AFRICA: A HISTORY DENIED

This series of specials on ancient cultures uncovers the hidden history of Africa's great coastal kingdoms and their mysterious counterparts in the heartland of Zimbabwe and southern Africa. From the accounts of archaeological evidence, scholars and others we now know that the great African empires of the Middle Ages provided ivory and gold to Europe and left magnificent buildings, such as the Castle of Great Zimbabwe, whose walls stood 25 feet high and 16 feet thick. But until the middle of this century, scholars, archaeologists, governments and the colonists of Southern Africa conspired to deny that such people ever existed.

Airdate: 8/14/95
Time: 8:00-8:30PM
Duration: 30:00

FRESH PRINCE OF BEL-AIR
TO THINE OWN SELF BE BLUE...AND GOLD

Uncle Phil's fraternity brother Ernest offers Will an internship with his very successful sports-shoe company. But when Ernest asks him to deliver bribe money, Will must choose between a potential career and his conscience.

Airdate: 8/16/95
Time: 8:00-9:00PM
Duration: 60:00

BREAKTHROUGHS: AMAZING THINGS TO COME

The future is inevitable. But what does it have in store for all of us? For one hour, experts explore five areas of our future: home, work, health & education, transportation and entertainment. In a unique and entertaining format, each segment includes a realistic glimpse into technological advances that are on their way to becoming part of our everyday lives, including electronic cars, non-caloric food, anti-graffiti paint and robotics in the workplace. Also included is what historians and others from the past predicted 1995 would be like.

Airdate: 8/27/95
Time: 7:00-8:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS
TIBET: THE END OF TIME

"Time Life's Lost Civilizations" follows the tale of glory and tragedy as a young boy - the reincarnation of the Tibetan God-King witnesses the collapse of a timeless culture. This episode explores a genuine Shangri-La and its struggle to survive in a hostile contemporary world.

Airdate: 9/3/95
Time: 8:00-9:00PM
Duration: 60:00

TIME LIFE'S LOST CIVILIZATIONS
INCA: THE INCA AND THEIR ANCESTORS

"Time Life's Lost Civilizations" witnesses the conquest of an Incan ruler at the pinnacle of his power. This episode follows Incan roads into the past and explores the secrets of their ancestors - the Moche, the Nazca and the Paracas - whose legacies inspired the greatest South American empire of them all.

Airdate: 9/6/95
Time: 8:00-9:00PM
Duration: 60:00

NATIONAL GEOGRAPHIC SPECIAL
CHIMPS

Ever since Charles Darwin suggested a common ancestry for apes and humans, scientists and laymen alike have been enthralled with primates. Our understanding of chimpanzees is entering a new phase of enlightenment as we learn of many shared social structures and emotions. A new generation of scientists, following the lead of Jane Goodall's pioneering research, are uncovering remarkable revelations about chimpanzees and their relative species, bonobos. National Geographic Television takes audiences across equatorial Africa to document the behaviors of "The New Chimpanzees."

Airdate: 9/16/95
Time: 7:00-7:30PM
Duration: 30:00

BROTHERLY LOVE
PILOT

When Joe Roman tries to claim the inheritance left to him by his deceased father, he must first reacquaint himself with his father's "second" family. His stepmother, Claire, and his two half-brothers, Matt and Andy, all live above the garage Joe's father owned and managed. The reunion is not an easy one, for Joe resents his father not being a greater part of his life. Though Joe's original intention was to "take the money and run", he soon realizes that he's inherited something much more valuable -- he now has the family he's always wanted.

Airdate: 9/16/95
Time: 7:30-8:00PM
Duration: 30:00

MINOR ADJUSTMENTS
PILOT

Trevor is accepted at the school for gifted students and has trouble adjusting to not being at the top of his class. Rachel and Ron are at odds as to how they should handle the situation, and learn that to be effective parents they must portray a common view.

Airdate: 9/17/95
Time: 7:30-8:00PM
Duration: 30:00

MINOR ADJUSTMENTS

THE PAPER

Trevor is writing a paper for school and asks his dad for help. Ron happens to be very well versed in the subject matter of Trevor's paper and ends up writing it for him. All is well until Trevor's teacher submits the paper to an essay contest and Ron has to tell Rachel what he has done. Ron takes Trevor to the contest and prays that Trevor will lose so that he will not have to confess what they have done.

Airdate: 9/24
Time: 7:00-7:30PM
Duration: 30:00

BROTHERLY LOVE

THE LIBERTY BELL SHOW

Andy takes a school field trip to the Liberty Bell. He gets picked to ring the bell, but when the wise guy tour guide tells him he cracked it, Andy believes him. He gets help from a family friend to resolve this. In the interim, he learns a history lesson about the Liberty Bell.

Airdate: 9/24/95
Time: 7:30-8:00PM
Duration: 30:00

MINOR ADJUSTMENTS

COACH RON

Trevor's Patton-like soccer coach, who motivates the team through aggressive behavior, quits after a conflict with some of the parents. Ron is left holding the ball -- he is the new soccer coach. Ron teaches the kids the real meaning of teamwork as he has all of the members of the team spend the same amount of playing time on the field, rotating positions. Unfortunately, this results in a losing streak for the team. Trevor not only has to tell his father he's unhappy with his coaching abilities, but has the difficult job of firing his own dad.

NETWORK PUBLIC SERVICE SCHEDULE, JULY 1995

(PSA's Targeted to Children 16 and Under)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
7/1	SAVED BY THE BELL II	NBC/The More You Know	substance abuse	:30
7/1	INSIDE STUFF	NBA	Special Olympics	:30
7/2	SEAQUEST	NBC/The More You Know	drinking & driving	:10
7/8	INSIDE STUFF	NBA	child abuse	:30
7/10	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
7/15	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
7/15	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
7/15	SAVED BY THE BELL II	NBC/The More You Know	teacher tribute	:30
7/15	INSIDE STUFF	NBA	conflict resolution	:30
7/16	SEAQUEST	NBC/The More You Know	drinking & driving	:10
7/17	FRESH PRINCE	NBC/The More You Know	substance abuse	:10
7/22	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
7/22	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
7/22	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
7/22	INSIDE STUFF	NBA	child abuse	:30
7/23	SEAQUEST	NBC/The More You Know	violence prevention	:10
7/24	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
7/24	IN THE HOUSE	NBC/The More You Know	drinking & driving	:10
7/29	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
7/29	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
7/29	SAVED BY THE BELL II	NBC/The More You Know	substance abuse	:30
7/29	INSIDE STUFF	NBA	child abuse	:30
7/31	FRESH PRINCE	NBC/The More You Know	drinking & driving	:10

Note: **substance abuse** = message focusing on anti-drug and alcohol themes
 alcohol abuse = anti-alcohol message only
 anti-drug = anti-drug message only

NETWORK PUBLIC SERVICE SCHEDULE. AUGUST 1995

(PSA's Targeted to Children 16 and Under)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
8/5	NAME YOUR ADVENTURE	NBC/The More You Know	teacher tribute	:30
8/5	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
8/5	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
8/6	SEAQUEST	NBC/The More You Know	drinking & driving	:10
8/7	FRESH PRINCE	NBC/The More You Know	substance abuse	:10
8/12	NAME YOUR ADVENTURE	NBC/The More You Know	teacher tribute	:30
8/12	NAME YOUR ADVENTURE	NBC/The More You Know	substance abuse	:10
8/12	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
8/13	SEAQUEST	NBC/The More You Know	violence prevention	:10
8/14	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
8/19	NAME YOUR ADVENTURE	NBC/The More You Know	teacher tribute	:30
8/19	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
8/19	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
8/20	SEAQUEST	NBC/The More You Know	violence prevention	:10
8/21	FRESH PRINCE	NBC/The More You Know	drinking & driving	:10
8/26	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:30
8/26	NAME YOUR ADVENTURE	NBC/The More You Know	drinking & driving	:10
8/26	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
8/28	FRESH PRINCE	NBC/The More You Know	substance abuse	:10

Note: **substance abuse** = message focusing on anti-drug and alcohol themes
 alcohol abuse = anti-alcohol message only
 anti-drug = anti-drug message only

NETWORK PUBLIC SERVICE SCHEDULE, SEPTEMBER 1995

(PSA's Targeted to Children)

<u>DATE</u>	<u>PROGRAM</u>	<u>ORGANIZATION</u>	<u>TOPIC</u>	<u>LENGTH</u>
9/2	NAME YOUR ADVENTURE	NBC/The More You Know	reckless driving	:30
9/2	NAME YOUR ADVENTURE	NBC/The More You Know	violence prevention	:10
9/2	SAVED BY THE BELL II	NBC/The More You Know	violence prevention	:30
9/4	FRESH PRINCE	NBC/The More You Know	drinking & driving	:10
9/9	SAVED BY THE BELL A	NBC/The More You Know	substance abuse	:30
9/9	HANG TIME	NBC/The More You Know	violence prevention	:30
9/9	SAVED BY THE BELL B	NBC/The More You Know	violence prevention	:30
9/9	CALIFORNIA DREAMS	NBC/The More You Know	education appreciation	:30
9/9	BELL WEDDING IN LAS VEG	NBC/The More You Know	drinking & driving	:30
9/10	HUNT FOR AMAZING TREAS	NBC/The More You Know	violence prevention	:10
9/11	FRESH PRINCE	NBC/The More You Know	substance abuse	:10
9/16	SAVED BY THE BELL A	NBC/The More You Know	violence prevention	:30
9/16	HANG TIME	NBC/The More You Know	drinking & driving	:30
9/16	SAVED BY THE BELL B	NBC/The More You Know	violence prevention	:30
9/16	CALIFORNIA DREAMS	NBC/The More You Know	substance abuse	:30
9/17	BROTHERLY LOVE	NBC/The More You Know	education appreciation	:30
9/17	MINOR ADJUSTMENTS	NBC/The More You Know	teacher tribute	:30
9/18	FRESH PRINCE	NBC/The More You Know	violence prevention	:10
9/20	SEAQUEST	NBC/The More You Know	stay in school	:10
9/24	BROTHERLY LOVE	NBC/The More You Know	education appreciation	:30
9/24	MINOR ADJUSTMENTS	NBC/The More You Know	drinking & driving	:30
9/25	FRESH PRINCE	NBC/The More You Know	substance abuse	:10
9/27	SEAQUEST	NBC/The More You Know	violence prevention	:10
9/30	SAVED BY THE BELL A	NBC/The More You Know	violence prevention	:30
9/30	HANG TIME	NBC/The More You Know	education appreciation	:30
9/30	SAVED BY THE BELL B	NBC/The More You Know	violence prevention	:30
9/30	CALIFORNIA DREAMS	NBC/The More You Know	drinking & driving	:30

Note: **substance abuse** = message focusing on anti-drug and alcohol themes
 alcohol abuse = anti-alcohol message only
 anti-drug = anti-drug message only

NBC NETWORK NON-BROADCAST EFFORTS

July - September 1995

BROTHERLY LOVE/MINOR ADJUSTMENTS

(September 1995)

A Poster/Study Guide was developed in conjunction with the two new family comedies, **BROTHERLY LOVE** and **MINOR ADJUSTMENTS**, which premiered on NBC's Sunday night line-up September 17, 1995. Both of these programs continue NBC's family comedy tradition, offering young viewers a chance to see themselves and their families in a new light. The Poster/Study Guide provided reproducible worksheets teachers can use within the classroom that focus on the variety of family structures, the dynamics of family change and the roles played by various family members. This guide was distributed to all elementary school principals nationwide.

TNBC

(September 1995)

A Poster/Study Guide was developed for our Saturday AM line-up of "educational and informational" programs for teens: **SAVED BY THE BELL: THE NEW CLASS**, **HANG TIME**, **CALIFORNIA DREAMS** and **NBA INSIDE STUFF** -- which premiered on September 9, 1995. The guide encouraged teachers to take advantage of the educational components built into these popular shows and to incorporate them within the classroom. For English and Language Arts teachers, the guide provided reproducible student worksheets that draw on TNBC programming for creative writing activities in story analysis, journal keeping, storytelling and poetry.

THE MORE YOU KNOW

(July - September 1995)

THE MORE YOU KNOW, NBC's comprehensive community outreach campaign, has been developed and distributed to affiliate stations across the country. The latest effort in this on-going campaign focuses on family and children's issues, specifically addressing family violence and conflict resolution strategies; other topics include substance abuse, drunk driving and education appreciation.

Our affiliate partners implemented this phase of the campaign using printed support materials which included news story suggestions for each PSA topic, copy for the public service announcements, "how-to" activity sheets providing step-by step instructions for establishing local community tie-ins such as advisory boards, town meetings, youth activity centers and other private-public sector partnerships.

